



digital element 
Location is Elemental™

IP Geolocation Applications for Mobile

An Industry Brief for Latin America

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**UNIQUE MOBILE
SUBSCRIBERS IN LATIN
AMERICA WILL REACH**



**524
MILLION
BY 2020**

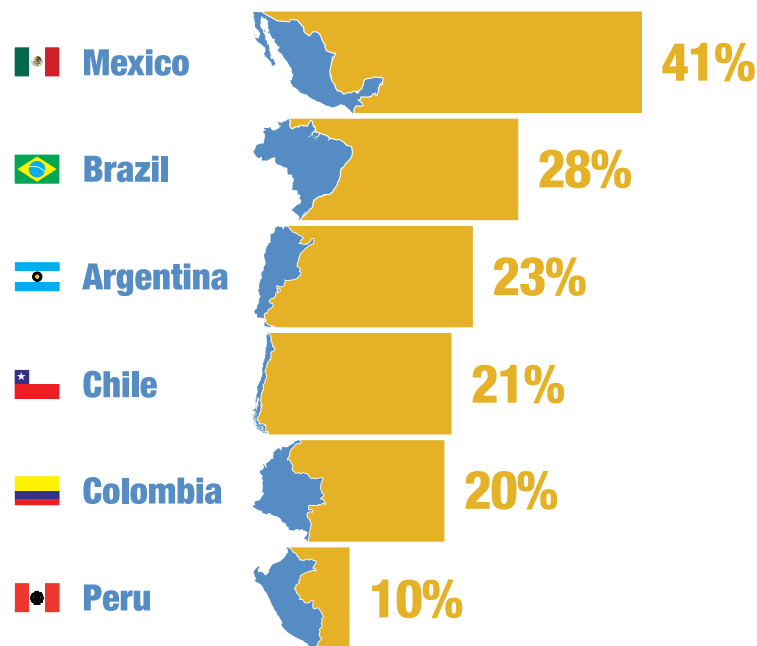


The Rise of the Mobile Internet Is Changing Consumer Behavior

The mobile industry has come a long way since Motorola invented the mobile phone in 1973. The advent of the smart phone and tablets has driven an explosion of mobile devices. The number of people across Latin America using their mobile devices to access the internet is set to grow by 50 percent by the end of the decade.¹ The overall number of unique mobile subscribers in Latin America is forecast to reach 524 million by 2020, making it the second-fastest growing global region during the period after Sub-Saharan Africa.²

Advertising revenues are following suit. Latin America is expected to spend 69.8 percent of its digital ad budget on mobile in 2020.³

Mobile Ad Spending By Country



The rise of the mobile internet is changing the way consumers interact with online services. It is characterized in terms of a generation that expects to browse and shop online at any time, in any place on any device. This new paradigm creates both opportunities and challenges for companies.

The opportunities stem from an almost unlimited number of touch points. It is now possible to reach consumers on the train to work, on the street or when they go out for a drink or a meal in the evening.

These mobile marketing moments present the opportunity for companies to deliver carefully crafted and contextually relevant customer journeys, but therein also lies the challenge—targeting people on the move across multiple devices.

IP Intelligence and geolocation technology is a valuable tool in the armory for mobile marketers. Digital Element’s premium IP solution, NetAcuity, at its most granular level can accurately locate a user down to the city/postal code level. It can also identify Wi-Fi connection location and type without becoming personally identifiable or without resorting to privacy-invasive techniques.

Identifying location and other connection characteristics of mobile consumers helps companies deliver more contextually relevant advertising and content.

“At first we were attracted to the quality and precision of the data. Later, when we needed technical assistance, Digital Element’s team responded within minutes. This level of customer service is extremely valuable to us.”

Cristian Martinez, Product Manager, Despegar.com



NetAcuity™



The Value of IP Intelligence in a Multiscreen World

Against this backdrop of mobile proliferation are the subtle yet critical differences of device usage.

The majority of media consumption is screen based. Consumers move between devices to achieve what they want, and the vast majority of people use multiple screens sequentially.

Smart companies recognize this and deliver the customer experience accordingly. For example a tablet is more geared toward research and planning. The smartphone view is more about the “now,” and the priorities are accordingly different. It is essential to be relevant to consumers’ needs in the moment and connect with information they are looking for.

Online shopping, for example, can be a multiscreen activity. People may browse on smartphones or tablets and buy on laptops. However, consumers are also more apt to use smartphones to make more spontaneous purchases.

In Latin America, smartphones are often the primary way internet users connect online. They are more affordable, more portable and easier to operate, making these devices more practical than full-featured laptops and tablets for communicating and connecting on a daily basis throughout the region.

Internet users in Latin America spend more of their online time with social media than their counterparts anywhere else in the world. In Latin America, 73 percent of social media users claim to regularly read comments about brands on social media, and 62 percent say those comments influence their subsequent purchase decisions.⁴

Mobile Customer Journey Moments

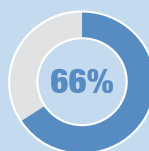
Mobile engagement cuts into TV time.⁵

Those who are connected to the internet spend more than 37 hours on all devices weekly, versus 7 hours in front of the TV.



Mobile plays a key role in online purchases.⁷

66% of smartphone users made a purchase from their devices within the last six months.



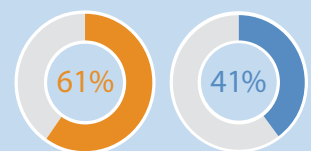
Mobile apps introduce new users to the internet.⁶

On average, Latin Americans own at least 17 apps.



Mobile video viewership continues to grow.⁸

61% of mobile video viewers watch short videos at least daily while 41% watch long videos once a day.



Often people access the mobile internet with the inbuilt geolocation tools turned off. More than 80 percent of mobile users are connecting via fixed Wi-Fi connections due to speed, convenience or cost—with less than 20 percent connected via 3G, 4G or LTE. This means that the vast majority of mobile traffic is not easily targeted. And that is the beauty of using IP data to target mobile users, because there is no requirement to opt users in. IPs are automatically detected regardless of whether the device's GPS is turned on.

IP geotargeting can therefore target virtually 100 percent of mobile traffic, 90 percent of mobile Wi-Fi traffic at a city/postcode and Wi-Fi level, with the remaining 10 percent of mobile (3G/4G/LTE) connection traffic location-targetable at a country level. For the latter, one can use Digital Element's reverse geocoding solution, GeoMprint™, to enlist the user's participation and receive the raw coordinates directly from the mobile device to turn that data into actionable geographic information.

Additionally, detecting location, speed and type of connection allows companies to create advertising and content that reaches consumers at the most relevant point in time across the customer journey, delivered in the right context optimized for the device.

NetAcuity Pulse™ is Digital Element's mobile device-derived data service. The data is derived from mobile devices, billions of real-time data signals and Wi-Fi connection points. It can accurately determine the Wi-Fi location without the need for opt in, all while respecting the user's privacy.

IP geolocation can also be used as part of a multi-layered mobile marketing strategy to help gain users' trust for opting in for more granular location targeting such as GPS—helping to move the consumer down the purchasing funnel and to expand the user base that can be geo-fenced.

Mobile Traffic



To summarize, IP geotargeting can target **virtually 100%** of traditional wired traffic and over 80% of mobile device traffic at a city/postcode level, with the remaining 20% of mobile connection traffic location-targetable at a country level.

“Use of consumer geo-intelligence is critical for delivering best in breed mobile marketing for brands and agencies.”

Anne Frisbie, Vice President, Global Alliances, InMobi

INMOBI™

Not All IP Vendors Are Created Equal

There are several suppliers and systems available that can determine where an IP is and for a small investment an answer can be provided, but is it the right one? Determining the correct location of an IP address and discovering other useful IP intelligence data such as connection speed and mobile carrier requires advanced infrastructure analysis, as opposed to simply scraping internet registries or repackaging publically available free data.

Digital Element's premium IP solution, NetAcuity, at its most granular level, can accurately locate a user down to the city/postal code level and identify Wi-Fi connection locations without becoming personally identifiable.

It is also the only IP solution in the world that has been accredited by the Media Rating Council.

The coverage is global, accuracy is 99.99 percent at a country level, and the data is refreshed weekly. It can also determine how a user connects, enabling the identification of data that companies need to target mobile users.

This is achieved by combining IP routing infrastructure analysis with anonymous location insight gleaned from a network of global commercial partners.

NetAcuity is an effective one-source solution that is simple to integrate into companies' technologies and manage in-house. Conversely, publically available data has patchy global coverage; is rarely updated; has limits in terms of data parameters identified; and is inherently inaccurate.

“With significantly more Latin Americans using mobile devices, we are expecting an explosion in mobile marketing in the coming years. The ability to offer proven, easy-to-implement IP Intelligence and geolocation solutions will be imperative for reaching consumers anytime, anywhere—regardless of the device they use to connect.”

Nicolas Moldavsky, CEO, E-Planning.net

Digital Element – The Global IP Geolocation Leader

NetAcuity provides IP geolocation solutions for a global client base, including some of the world's leading mobile companies and some of the world's largest brands, such as Apple, Televisa, InMobi, InterBanco, Despegar.com, CNN, TAPAD, eBay, Teads.tv, Microsoft, Webtrekk, Weborama and many others.



The solution is bundled in three ways to meet the unique needs of our clients and each option varies in terms of data accuracy, granularity, technical integration and service level.

NetAcuity Pulse adds a whole new dimension to IP geotargeting. It builds on the NetAcuity Edge™ solution by incorporating data from mobile devices, billions of real-time data signals and Wi-Fi connection points. NetAcuity Pulse expands the global coverage and reach for postcode level targeting within cities and neighborhoods, offering more seen IPs at a hyperlocal level than any other supplier. This solution also enhances the targeting of mobile and connected traffic, providing unrivalled IP targeting precision.



Standard NetAcuity

NetAcuity is the traditional industry standard in geographic targeting.



NetAcuity Edge

All the features of Standard, plus global ZIP- and postcode-level targeting, derived from user-supplied data sourced from commercial partners.



NetAcuity Pulse

All the features of Edge and Standard, plus mobile-derived IP targeting.



GeoMprint™ is Digital Element's reverse geocoding solution targeted at mobile device traffic, converting a device's raw location coordinates into more useful geographic information. Coupled with NetAcuity, GeoMprint allows for more comprehensive mobile targeting across connection types, meaning clients deliver localized messages to both online and mobile users alike.

Compelling Reasons to Know More about Your Traffic

In the multiscreen age of portability, IP intelligence provides a simple one-source solution to enable companies to create meaningful advertising and content, helping craft compelling customer journeys.

Digital Element is the only dedicated global provider of IP intelligence. With more than 15 years of experience and knowledge, specialized Latin American and U.S. teams can advise on how to make more of the growing mobile audience using IP geolocation techniques.

Some of the Data We Provide to Our Clients

Country	Latitude/Longitude	ASN
Region/State	Phone Area Code	Home/Business
City	Time Zone/Language	Industry Codes
Zip/Postal Codes	Proxies	Company Name
Custom Regions	ISP	Org Name
Connection Type	Domain	Demographics
Mobile Carrier		

NetAcuity Tidbits and Techie Stuff

- | | | |
|--|--|--|
| <ul style="list-style-type: none"> • Client Platform – Integrates with all operating systems and applications • Support – 24/7 technical support • Latency – As low as .03 milliseconds • Database updates happen weekly | <ul style="list-style-type: none"> • Provides support for a variety of popular 64-bit computing platforms: Red Hat Enterprise Linux 5, Solaris 10-Intel, Solaris 10-SPARC, Windows 2003/2008 Server • Processing – Capable of over 30,000 IP resolutions per second • RESTful Interface | <ul style="list-style-type: none"> • Up-and-running in as little as 20 minutes • Application Programming Interface (API) – C, C++, C#, Perl, Java, PHP, .NET, Ruby, Python, Node.js, Apache Module, and Nginx or custom support available for a wide array of programming languages and client platforms |
|--|--|--|

¹ GSMA, “The Mobile Economy: Latin America and the Caribbean 2016,” Sept. 20, 2016.

² Ibid.

³ ExchangeWire, “70% of LATAM’s Ad Budget Will Go to Mobile in 2020,” Oct. 3, 2016.

⁴ Fung Global Retail and Technology, “Deep Dive: Social Media in Latin America,” May 20, 2016.

⁵ Ibid.

⁶ Ibid.

⁷ Comscore and IMS, “IMS Mobile in LatAm,” Oct. 19, 2016.

⁸ IAB and On Device Research, “Mobile Video 2015: A Global Perspective,” 2015.

About Digital Element

Since 1999, Digital Element has been providing global geolocation solutions that bring anytime, anywhere relevance and context to online initiatives—from desktops to mobile devices. The company’s patented technology has been certified and accredited to deliver real-time access to accurate and reliable location intelligence without invading Internet users’ privacy. For more than a decade, many of the world’s largest websites, brands, security companies, ad networks, social media platforms and mobile publishers have trusted Digital Element’s technology to target advertising, localize content, enhance analytics, and manage content rights as well as detect and prevent fraud.

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